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The Corporation of The City of London March 11, 2008

The City of London is committed to Earth Hour

On March 29, London will join cities around the world in turning off its non-essential lights for Earth Hour™. Earth Hour is a global lights-out phenomenon, coordinated by the World Wildlife Federation (WWF). Its goal is to bring together people from all over the world to show support and highlight solutions to climate change. More than 15 major cities around the world are participating - including Toronto, Sydney, Chicago and Copenhagen.

Last year, Earth Hour made its debut in Sydney, Australia and was a huge success. More than two million individuals and businesses participated, resulting in a 10 per cent reduction on the electrical grid, saving 25,000 tonnes of carbon dioxide.

This year, Earth Hour is a global event. Earth Hour's success depends on individuals, businesses, community and government organizations taking up the challenge and integrating Earth Hour into their day-to-day activities.

"Earth Hour is a great collaborative effort to heighten awareness of the world's quickly-changing environment and the need to address our tremendous impact on it," says Mayor Anne Marie DeCicco-Best. "By turning off our lights for an hour on March 29, Londoners can join together and do their part to help save our environment for future generations."

London Hydro will support Earth Hour by measuring Londoners' success at reducing their collective electricity use during the event.

Participation is easy: commit to turning off your lights at 8 p.m. on March 29 and help spread the word!

